

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices November 2-22, 2007)

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Thanksgiving 2007

Shell Eggs, Egg Products, & Egg Nog

Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
EASTERN U.S. - CT,DE,DC,FL,GA,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV															
Connecticut	A&P Stores	Land O Lakes Eggland's Best						2.99			2.50				
	Adam's	Eggland's Best no label Hood Better'n Eggs		3.99	2.50		2.00 1.00		2.00						
	Big Y	Big Y Hood		2.99 3.99			1.00				1.67				
	Compare	Axelrod		2.50											
	C-Town	Nature's Yoke Better'n Eggs Turkey Hill Tuscan	2.49 1.99			3.99					3.58		2.99		Omega-3 and Organic
	Geissler's	Eggland's Best Hood		3.99			2.00		2.00						
	Grand Union	Land O Lakes Hood	2.99		2.50						2.00				
	Price Chopper	Eggland's Best Land O Lakes Price Chopper		3.99			2.50		2.50		2.50				also XL
	Shaw	Nellie's Nest Eggs Shaw's Wild Harvest Egg Beaters			2.99		1.67				2.50 1.67 2.50				cage-free Omega-3 and XL
	ShopRite	Eggland's Best Egg Beaters Organic Valley ShopRite ShopRite	3.49		3.00		2.50	1.88			4.49				Organic Omega-3
	Stop & Shop	Stop & Shop Hood Garelick Turkey Hill		3.49 3.99 3.99 3.79											
Washington, DC	A&P Stores	Land O Lakes Eggland's Best						2.99			2.50				
	Giant Foods	Giant Turkey Hill		3.49 3.79											

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Washington, DC (continued)	Magruder's	no label					1.39		1.49						
	Safeway	Lucerne Egg Beaters		4.00		3.00		*							buy 1 get 1 free
Delaware	A&P Stores	Land O Lakes Eggland's Best						2.99			2.50				
	ACME	Eggland's Best	3.50		2.50	2.50	2.99		3.50 2.50					Organic	
		Acme													
		Nature's Design													
		Land O Lakes		3.00											
		Egg Beaters		3.00											
	Horizon		4.99												
	Better'n Eggs		3.99												
	Turkey Hill														
	Food Lion	Food Lion					free							w/ card and purchase	
Giant Foods	Giant Turkey Hill		3.49 3.79												
Pathmark	Eggland's Best Pathmark Turkey Hill			2.50		4.49 1.99									
Safeway	Lucerne Egg Beaters		4.00		3.00		*							buy 1 get 1 free	
Shopper's Food	Eggland's Best Turkey Hill Horizon Promise Land Taste Great		3.99 3.99 2.29			2.59									
ShopRite	Eggland's Best Egg Beaters Organic Valley ShopRite ShopRite			3.00					4.49					Organic Omega-3	
Florida	Albertson's, LLC.	Davidson's Egg Beaters Better'n Eggs			2.50 2.50		2.50								pasteurized
	Food Lion	Food Lion					free								w/ card and purchase
	Food World	Eggland's Best					2.00								
	Harris Teeter	Harris Teeter Born Free					*			1.99					buy 1 get 1 free Omega-3 or veg
	Publix	Publix		2.79			1.19								

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Florida (continued)	Super Target	Market Pantry					1.50								
	U-Save	U-Save Velda Farms		3.99									0.99		
	Winn-Dixie	Egg Beaters			2.69										
Georgia	Bi-Lo	Eggland's Best Better'n Eggs					2.00								
	Earth Fare	Earth Fare Earth Fare									2.89 1.99				Organic also XL
	Food Lion	Food Lion					free								w/ card and purchase
	Harris Teeter	Harris Teeter Born Free					*				1.99				buy 1 get 1 free Omega-3 or veg
	Ingle's	Egg Beaters Sealtest	1.68		2.38										
	Kroger	Kroger Naturally Preferred		2.50			1.50 2.50				2.50				cage free and Omega 3
	Publix	Publix		2.79			1.19								
	Super Target	Market Pantry					1.50								
	Winn-Dixie	Egg Beaters			2.69										
	Maine	Shaw	Nellie's Nest Eggs Shaw's Wild Harvest Egg Beaters					1.67				2.50 1.67 2.50			
Stop & Shop		Stop & Shop Hood Garelick Turkey Hill		3.49 3.99 3.99 3.79											
Maryland	A&P Stores	Land O Lakes Eggland's Best						2.99			2.50				
	ACME	Eggland's Best Acme Nature's Design Land O Lakes Egg Beaters Horizon Better'n Eggs Turkey Hill			2.50 3.00 3.00		2.50	2.99			3.50 2.50				Organic
			3.50			4.99 3.99									
	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon
	Food Lion	Food Lion					free								w/ card and purchase

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Maryland (continued)	Giant of Carlisle	Eggs Made Simple Better 'n Eggs Egg Beaters Nature's Promise Giant			2.50	3.29 3.79	2.49				2.49				Omega-3
	Giant Eagle	Nature's Basket									2.50				cage-free, Omega-3
	Giant Foods	Giant Turkey Hill		3.49 3.79											
	Harris Teeter	Harris Teeter Born Free					*				1.99				buy 1 get 1 free Omega-3 or veg
	Klein's	Egg Beaters			2.50										
	Magruder's	no label Dairymaid Horizon Promiseland Turkey Hill	1.99 3.99 3.99	3.99			1.39		1.49						
	Mars	Eggland's Best Land O Lakes Land O Lakes					1.99 2.00 2.50				2.50				Omega-3
	Safeway	Lucerne Egg Beaters		4.00	3.00			*							buy 1 get 1 free
	Shurfine	Shurfine					1.39								
	Shopper's Food	Eggland's Best Turkey Hill Horizon Promise Land Taste Great		3.99			2.59								
	Weis	Weis		3.89			1.00								eggs 10 for \$10
	Massachusetts	Big Y	Big Y Hood		2.99 3.99			1.00				1.67			
Compare		Axelrod		2.50											
C-Town		Nature's Yoke Better'n Eggs Turkey Hill Tuscan				3.99				3.58		2.99			Omega-3 and Organic
Donelan's		Land O Lakes Hood								2.00					and XL, cage-free
Grand Union		Land O Lakes Hood			2.50					2.00					
				2.99											

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Massachusetts (continued)	Price Chopper	Eggland's Best					2.50		2.50						
	Roche Bros.	Better'n Eggs			2.00						2.00				
		Land O Lakes													
		Hood	2.69												
		Garelick Farms	1.99	3.69											
	Shaw/Star	Nellie's Nest Eggs					1.67				2.50				cage-free
		Shaw's									1.67				
		Wild Harvest									2.50				
		Egg Beaters			2.99										Omega-3 and XL
	Stop & Shop	Stop & Shop		3.49											
		Hood		3.99											
		Garelick		3.99											
		Turkey Hill		3.79											
New Hampshire	Price Chopper	Eggland's Best					2.50		2.50						
	Shaw	Nellie's Nest Eggs					1.67				2.50				cage-free
		Shaw's									1.67				
		Wild Harvest									2.50				Omega-3 and XL
		Egg Beaters			2.99										
	Stop & Shop	Stop & Shop		3.49											
		Hood		3.99											
		Garelick		3.99											
		Turkey Hill		3.79											
New Jersey	Associated	Nature's Yoke					3.29								Organic or Jumbo
		ISE							1.98						
	A&P Stores	Land O Lakes									2.50				
		Better'n Eggs			2.50										
		Eggland's Best						2.99							
	ACME	Eggland's Best					2.50								
	Acme			2.50			2.99								
	Nature's Design										3.50				Organic
	Land O Lakes			3.00							2.50				
	Egg Beaters			3.00											
	Horizon		3.50												
	Better'n Eggs					4.99									
	Turkey Hill					3.99									
	C-Town	Nature's Yoke									3.58		2.99		Omega-3 and Organic
		Better'n Eggs				3.99									
		Turkey Hill	2.49												
		Tuscan	1.99												

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
New Jersey (continued)	Food Basics	America's Choice												1.50	
	Foodtown	Foodtown	2.39				*								1 doz free w/ points cage-free Organic cage-free cage-free vegetarian sold in 6-packs @ .69 per Organic
	Foodtown														
	Foodtown														
	Eggland's Best														
	Egg Innovations														
	ISE					1.38									
	Horizon														
	Land O Lakes			2.00											
	Better'n Eggs			2.50											
	Egg Beaters			2.99											
	Genuardi's	Lucerne		3.50				*							buy 1 get 1 free
	Better'n Eggs			3.00											
	Giant Foods	Giant		3.49											
		Turkey Hill		3.79											
Giant of Carlisle	Eggs Made Simple				3.29										
King's	Eggland's Best					2.50								w/ biscuit purchase	
	Nature's Design						1.99								
ISE								1.98							
Met Foods	Better'n Eggs			2.50	3.99										
Pathmark	Eggland's Best														
	Pathmark														
	Turkey Hill		4.49	2.50				4.49							
ShopRite	Eggland's Best														
	Egg Beaters			3.00											
	Organic Valley	3.49												Organic	
	ShopRite														
	ShopRite						2.50								
								1.88							
	Stop & Shop	Stop & Shop		3.49											
		Hood		3.99											
		Garelick		3.99											
		Turkey Hill		3.79											
Weis	Weis			3.89			1.00								
New York															
	A&P Food Emporium	Egg Beaters			2.50										
	A&P Supermarket	Land O Lakes													
	Waldbaum's	Better'n Eggs			2.50						2.50				
		Eggland's Best						2.99							

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
New York (continued)	Associated	Nature's Yoke ISE					3.29			1.98					Organic or Jumbo
	Compare	Axelrod		2.50											
	C-Town	Nature's Yoke Better'n Eggs Turkey Hill Tuscan	2.49 1.99			3.99					3.58		2.99		Omega-3 and Organic
	D'Agostino's	Land O Lakes Land O Lakes									2.99 *				Organic 6-pack 2.49
	Food Basics	America's Choice												1.50	
	Foodtown	Foodtown Foodtown Foodtown Eggland's Best Egg Innovations ISE Horizon Land O Lakes Better'n Eggs Egg Beaters	2.39				* 1.38			2.99		2.50 3.29 3.29 3.29 4.49			1 doz free w/ points cage-free Organic cage-free cage-free vegetarian sold in 6-packs @.69 per Organic
	Giant Food Markets	(local eggs) Crowley Hood Better'n Eggs		2.58 2.58		1.99	1.49								all whites
	Giant of Carlisle	Eggs Made Simple				3.29									
	Grand Union	Land O Lakes Hood	2.99		2.50						2.00				
	Key Foods	Key Better'n Eggs	2.50			4.49					3.49				Organic; XL @ 3.59
	King Kullen	Egg Innovations Eggland's Best Better'n Eggs Born Free				3.99					2.99 2.99 3.19				cage-free/vegetarian cage-free
	Met Foods	Better'n Eggs			2.50	3.99									
	Pathmark	Eggland's Best Pathmark Turkey Hill		4.49	2.50			4.49							
	Met Foods	Better'n Eggs			2.50	3.99									
	Price Chopper	Eggland's Best					2.50		2.50						

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
New York (continued)	ShopRite	Eggland's Best Egg Beaters Organic Valley ShopRite ShopRite	3.49		3.00		2.50	1.88			4.49				Organic Omega-3
	Stop & Shop	Stop & Shop Hood Garelick Turkey Hill		3.49 3.99 3.99 3.79											
	Weis	Weis		3.89			1.00								eggs 10 for \$10
	Western Beef	Eggland's Best					2.49								
North Carolina	Bi-Lo	Eggland's Best Better'n Eggs			2.50		2.00								
	Earth Fare	Earth Fare Earth Fare									2.89 1.99				Organic also XL
	Food Lion	Food Lion					free								w/ card and purchase
	Harris Teeter	Harris Teeter Born Free					*				1.99				buy 1 get 1 free Omega-3 or veg
	Ingle's	Egg Beaters Sealtest	1.68		2.38										
	Kroger	Kroger		2.99				1.99							
	Lowe's	Egg Beaters			2.50										
	Super Target	Market Pantry					1.50								
Pennsylvania	A&P Stores	Land O Lakes Eggland's Best						2.99			2.50				
	ACME	Acme Nature's Design Land O Lakes Egg Beaters Horizon Better'n Eggs Turkey Hill	3.50		2.50 3.00 3.00	4.99 3.99		2.99			3.50 2.50				Organic
	C-Town	Nature's Yoke Better'n Eggs Turkey Hill Tuscan	2.49 1.99			3.99					3.58		2.99		Omega-3 and Organic
	Food Basics	America's Choice												1.50	
	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Pennsylvania (continued)	Food Lion	Food Lion					free								w/ card and purchase
	Foodtown	Foodtown	2.39				*								1 doz free w/ points
		Foodtown									2.50				cage-free
		Foodtown								2.99	3.29				Organic
		Eggland's Best									3.29				cage-free
		Egg Innovations									3.29				cage-free vegetarian
		ISE					1.38								sold in 6-packs @ .69 per
		Horizon									4.49				Organic
		Land O Lakes			2.00										
		Better'n Eggs			2.50										
		Egg Beaters			2.99										
	Genuardi's	Lucerne		3.50				*							buy 1 get 1 free
		Better'n Eggs			3.00										
	Giant of Carlisle	Eggs Made Simple				3.29									
		Better 'n Eggs				3.79									
	Egg Beaters			2.50											
	Nature's Promise					2.49				2.49				Omega-3	
	Giant		3.69												
Giant Eagle	Nature's Basket									2.50				cage-free, Omega-3	
Grand Union	Land O Lakes			2.50						2.00					
	Hood	2.99													
Pathmark	Eggland's Best														
	Pathmark			2.50											
	Turkey Hill		4.49												
Price Chopper	Eggland's Best					2.50		2.50							
ShopRite	Eggland's Best									4.49				Organic	
	Egg Beaters			3.00											
	Organic Valley	3.49													
	ShopRite					2.50								Omega-3	
	ShopRite						1.88								
Shurfine	Shurfine					1.39									
Sparkle	C.F. Burger	2.50													
Stauffer's	Sauder's					1.67									
Weis	Weis		3.89			1.00								eggs 10 for \$10	
Rhode Island	C-Town	Nature's Yoke				3.99					3.58		2.99		Omega-3 and Organic
		Better'n Eggs													
		Turkey Hill	2.49												
	Tuscan		1.99												
	Compare	Axelrod		2.50											

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Rhode Island (continued)	Shaw	Nellie's Nest Eggs Shaw's Wild Harvest Egg Beaters					1.67				2.50 1.67 2.50				cage-free Omega-3 and XL
	Stop & Shop	Stop & Shop Hood Garelick Turkey Hill		3.49 3.99 3.99 3.79											
South Carolina	Bi-Lo	Eggland's Best Better'n Eggs			2.50		2.00								
	Earth Fare	Earth Fare Earth Fare								2.89 1.99					Organic also XL
	Food Lion	Food Lion					free								w/ card and purchase
	Harris Teeter	Harris Teeter Born Free					*				1.99				buy 1 get 1 free Omega-3 or veg
	Ingle's	Egg Beaters Sealtest	1.68		2.38										
	Kroger	Kroger Naturally Preferred		2.50			1.50 2.50				2.50				cage free and Omega 3
	Lowe's	Egg Beaters			2.50										
	Publix	Publix		2.79			1.19								
Vermont	Grand Union	Land O Lakes Hood	2.99		2.50						2.00				
	Price Chopper	Eggland's Best					2.50		2.50						
	Shaw	Nellie's Nest Eggs Shaw's Wild Harvest Egg Beaters					1.67				2.50 1.67 2.50				cage-free Omega-3 and XL
Virginia	Food City	Egg Beaters Valu Time			2.50		1.49								
	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon
	Food Lion	Food Lion					free								w/ card and purchase
	Giant Foods	Giant Turkey Hill		3.49 3.79											

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Virginia (continued)	Giant of Carlisle	Eggs Made Simple Better 'n Eggs Egg Beaters Nature's Promise Giant			2.50	3.29 3.79	2.49				2.49				Omega-3
	Harris Teeter	Harris Teeter Born Free					*				1.99				buy 1 get 1 free Omega-3 or veg
	Ingle's	Egg Beaters Sealtest	1.68		2.38										
	Kroger	Kroger		2.99				1.99							
	Lowe's	Egg Beaters			2.50										
	Magruder's	no label Dairymaid Horizon Promiseland Turkey Hill	1.99 3.99 3.99	3.99			1.39		1.49						
	Safeway	Lucerne Egg Beaters		4.00	3.00			*							buy 1 get 1 free
	Shopper's Food	Eggland's Best Turkey Hill Horizon Promise Land Taste Great	3.99 3.99	3.99			2.59								
	Sparkle	C.F. Burger	2.50												
	Super Target	Market Pantry					1.50								
Ukrop's	Ukrop's Land O Lakes					1.29 1.99				1.99					
West Virginia	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon w/ card and purchase
	Food Lion	Food Lion					free								
	Giant of Carlisle	Eggs Made Simple Better 'n Eggs Egg Beaters Nature's Promise Giant			2.50	3.29 3.79	2.49				2.49				Omega-3
	Giant Eagle	Nature's Basket								2.50					cage-free, Omega-3
	Kroger	Kroger		2.99				1.99							
	Riesbeck's	Hillandale					0.99								
	Weis	Weis		3.89			1.00								eggs 10 for \$10

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							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
CENTRAL U.S. - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI															
Alabama	Food World	Eggland's Best					2.00								
	Ingle's	Egg Beaters Sealtest	1.68		2.38										
	Kroger	Kroger Naturally Preferred		2.50			1.50 2.50				2.50				cage free and Omega 3
	Publix	Publix		2.79			1.19								
	Super Target	Market Pantry					1.50								
	Winn-Dixie	Egg Beaters			2.69										
Arkansas	Brookshire's	Brookshire's					0.99								limit 2 w/ \$10 purchase
	Country Mart	Prairie Farms	2.00												
	E.W. James	Prairie Farms	1.69												
	Kroger (varies by location)	Kroger		2.99			1.25 1.50		1.25 1.50						
	Super 1 Foods	Super 1 Foods					0.89								
Illinois	Berkot's Superfood	Dutch Farms					0.99								
	Buehler"s Buy Low	Best Choice Prairie Farms	1.99				1.29								
	Butera Market	Rose Acres					0.99								
	Caputo's	Dutch Farms							0.99						
	County Market	Dutch Farms Prairie Farms	2.00				0.99								
	Cub Foods	Dutch Farms					0.99								
	Dierberg's	Eggland's Best									3.99				
	Dominick's	Lucerne Egg Beaters		4.00		3.00		*							buy 1 , get 1 free
	Econo Foods	Our Family					1.50								
	Fareway	Anderson Erickson		2.99											
	Jewel	Eggland's Best Phil's Fresh Egg Beaters Jewel's Better'n Eggs				3.00	2.50 1.49				2.25				cage-free
	Kroger	Kroger Horizon	3.69	2.99											
	Piggly Wiggly	Dean's Swiss Valley	2.50 2.50												
	Strack & Van-Til	Oberweis		4.99											

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices November 2-22, 2007)

Thanksgiving 2007

Shell Eggs, Egg Products, & Egg Nog

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Illinois (continued)	Super Target	Market Pantry					1.50								
	Walt's Food	Egg Beater's			2.99										
Indiana	Al's Supermarket	Our Family					0.79								
	Buehler's Buy Low	Best Choice Prairie Farms	1.99				1.29								
	Jewel	Eggland's Best Phil's Fresh Egg Beaters Jewel's Better'n Eggs			3.00	4.79	2.50 1.49				2.25				cage-free
	Kroger	Kroger Horizon	3.69	2.99											
	Kroger	Kroger		2.99											
	Jay-C	SunnyMorn					0.99								
	Martin's	Twin Pines Prairie Farms	0.99 2.33												
	Strack & Van-Til	Oberweis		4.99											
	Super Target	Market Pantry					1.50								
	Wesselman's	Wesselman's											0.99		
Iowa	County Market	Dutch Farms Prairie Farms	2.00				0.99								
	Econo Foods	Our Family					1.50								
	Dahl's	Sparboe						1.79							
	Super Target	Market Pantry					1.50								
Kansas	Country Mart	Prairie Farms Best Choice	2.00				0.99								
	Dillon's	Dillon's Kroger		2.99			1.00								10 for \$10
	Hen House	Egg Beaters Eggland's Best Eggland's Best Eggland's Best A&E	1.88		2.46		1.48		1.48		1.88 2.96				cage-free Organic
	Homeland	Best Choice Best Choice Hiland	1.99				* 1.35								save 0.99 w/ purchase

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices November 2-22, 2007)

Thanksgiving 2007

Shell Eggs, Egg Products, & Egg Nog

(all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Kansas (continued)	Price Chopper	Best Choice Anderson Erickson Hiland Roberts	1.99 1.99 1.99				0.99								
	Super Target	Market Pantry					1.50								
Kentucky	Buehler"s Buy Low	Best Choice Prairie Farms	1.99				1.29								
	E.W. James	Prairie Farms	1.69												
	Food City	Egg Beaters Valu Time			2.50		1.49								
	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon
	Kroger	Kroger		2.99				1.99							
Louisiana	Albertsons LLC	Albertsons Better'n Eggs			2.50		0.99								
	Brookshire's	Brookshire's					0.99								limit 2 w/ \$10 purchase
	Market Basket	Oak Farms	1.79												
	Super 1 Foods	Super 1 Foods					0.89								
	Super Target	Market Pantry					1.50								
	Winn-Dixie	Egg Beaters			2.69										
Michigan	Busch's	Busch's									2.49				cage-free
	D&W	Full Circle									2.50				Organic or cage-free
	Family Fare	Spartan					0.88								
	Felpausch	Spartan					0.97								
	Glen's Market	Spartan Country Fresh					0.97								
			2.00												
	Harding's	Harding's					1.00								10 for \$10
	Hiller's	Egg Beater's				4.99									
	Kroger	Kroger Horizon		2.99											
			3.69												
	Martin's	Twin Pines Prairie Farms	0.99 2.33												
	Oleson's	Spartan Country Pride					0.97								
			2.00												
	Plumb's	Country Fresh		2.29											
	The Pharm	Spartan					0.99								
VG's	VG's					0.88								limit 3	

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices November 2-22, 2007)

Thanksgiving 2007

Shell Eggs, Egg Products, & Egg Nog

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Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Minnesota	Econo Foods	Our Family					1.50								
	Hornbacher's	Hornbacher's Cass Clay	1.49				0.88								
	SunMart	Our Family					1.50								
	Sunshine	Our Family Shur Fresh						1.77 1.77							
	Super Target	Market Pantry					1.50								
Mississippi	Brookshire's	Brookshire's					0.99								limit 2 w/ \$10 purchase
	E.W. James	Prairie Farms	1.69												
	Kroger (varies by location)	Kroger		2.99			1.25 1.50		1.25 1.50						
	Winn-Dixie	Egg Beaters			2.69										
Missouri	Country Mart	Prairie Farms Best Choice	2.00				0.99								
	County Market	Dutch Farms Prairie Farms	2.00				0.99								
	Dierberg's	Eggland's Best									3.99				
	Dillon's/Gerbes	Dillon's Kroger		2.99			1.00								10 for \$10
	Hen House	Egg Beaters Eggland's Best Eggland's Best Eggland's Best A&E	1.88		2.46		1.48		1.48		1.88 2.96				cage-free Organic
	Price Chopper	Best Choice Anderson Erickson Hiland Roberts	1.99 1.99 1.99				0.99								
	Ramey Price Cutter	Hiland	1.99												
	Price Chopper	Best Choice					0.99								
	Super Target	Market Pantry					1.50								
Nebraska	Albertson's LLC	Land O Lakes Egg Beaters			2.50		2.00				2.00				Omega -3
	Baker's	Dillon's Kroger		2.99			1.00								10 for \$10
	Russ's Market	Best Choice Lucerne Meadow Gold	1.89	3.50			0.99	*							buy 1 get 1 free

HOLIDAY RETAIL PROMOTIONS FEATURING EGGS

(advertised prices November 2-22, 2007)

Thanksgiving 2007

Shell Eggs, Egg Products, & Egg Nog

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Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Nebraska (continued)	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	SunMart	Our Family					1.50								
	Super Target	Market Pantry					1.50								
	SuperSaver	Best Choice					1.47								
North Dakota	Albertson's LLC	Land O Lakes Egg Beaters				2.50	2.00					2.00			Omega -3
	County Fair	Shurfresh					0.89								
	Dan's	Dan's					0.88								limit 2 w/ coupon
	Hornbacher's	Hornbacher's Cass Clay	1.49				0.88								
	Super Target	Market Pantry					1.50								
	SunMart	Our Family					1.50								
Ohio	Acme Fresh	Acme Fresh					1.19	1.97							
	Buehler's	Hillandale Buehler's						1.88					0.95		
	Foodland	Our Family Foodland					0.69						0.88		limit 1 w/ coupon
	Fresh Encounter	Our Family											1.00		
	Giant Eagle	Nature's Basket									2.50				cage-free, Omega-3
	Giant of Carlisle	Eggs Made Simple				3.29									
	Kroger	Kroger		2.99				1.99							
	Riesbeck's	Hillandale					0.99								
	The Pharm	Spartan					0.99								
	Sparkle	C.F. Burger	2.50												
Oklahoma	Albertsons LLC	Albertsons Better'n Eggs				2.50	0.99								
	Country Mart	Best Choice					1.29								
	Homeland	Best Choice Best Choice Hiland		1.99			*								save 0.99 w/ purchase
	Reasor's	Best Choice Best Choice					1.29 0.99								w/ biscuit purchase
	Super Target	Market Pantry					1.50								
	United of Okla.	Plank's	2.00												
South Dakota	Albertson's LLC	Land O Lakes Egg Beaters				2.50	2.00					2.00			Omega -3
	County Fair	Shurfresh					0.89								
	Econo Foods	Our Family					1.50								

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Market	Outlet	Label	Egg Nog (non alcoholic)		Egg Products		Shell Eggs								Conditions	
			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White			
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack		
South Dakota (continued)	Safeway	Lucerne Egg Beaters		3.50				*							buy 1 get 1 free	
	Sunshine	Our Family Shur Fresh						1.77 1.77								
	SunMart	Our Family					1.50									
Tennessee	Bi-Lo	Eggland's Best Better'n Eggs				2.50	2.00									
	Country Mart	Prairie Farms	2.00													
	Earth Fare	Earth Fare Earth Fare									2.89 1.99				Organic also XL	
	E.W. James	Prairie Farms	1.69													
	Food City	Egg Beaters Valu Time			2.50		1.49									
	Food Lion	Food Lion					free								w/ card and purchase	
	Harris Teeter	Harris Teeter Born Free					*					1.99			buy 1 get 1 free Omega-3 or veg	
	Ingle's	Egg Beaters Sealtest	1.68		2.38											
	Kroger (varies by location)	Kroger		2.99			1.25 1.50		1.25 1.50							
		Kroger						1.99								
	Kroger (east)	Kroger Naturally Preferred		2.50			1.50 2.50					2.50				cage free and Omega 3
	Publix	Publix		2.79			1.19									
	Texas	Albertsons LLC	Albertsons Better'n Eggs			2.50		0.99								
Brookshire's		Brookshire's Goldenbrook		3.29			0.99								limit 2 w/ \$10 purchase	
H-E-B		H-E-B Egg Beaters		3.18	free										w/ coupon	
Kroger		Kroger		2.99												
Market Basket		Oak Farms	1.79													
Minyard		Best Choice						1.97								
Tom Thumb/ Randall's		Lucerne Egg Beaters		3.50	2.50			*							buy 1 get 1 free	
Super 1 Foods		Super 1 Foods					0.89									
Super Target		Market Pantry					1.50									
United/Market Street		Red River Farms					1.39									
		Texas Organic									3.00				Organic	

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Shell Eggs, Egg Products, & Egg Nog

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Wisconsin	Copp's/Pick'n Save	Kemp's				1.79									
	Econo Foods	Our Family					1.50								
	Festival	Flavorite					0.68								
	Jewel	Eggland's Best			3.00	2.50					2.25			cage-free	
		Phil's Fresh													
		Egg Beaters													
		Jewel's				1.49									
	Better'n Eggs				4.79										
Piggly Wiggly	Dean's	2.50													
	Swiss Valley	2.50													
	Super Target	Market Pantry					1.50								
WESTERN U.S. - AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA															
Arizona	Food City	Food City							*						20-pack
	Fry's	Fry's					1.50								Omega-3 Omega and cage-free
		Land O Lakes					2.00				2.50				
		Naturally Preferred		2.99						2.00					
	Mountain Dairy													buy 1 get 1 free	
	Shamrock Farms	2.99													
	Safeway	Lucerne		3.50				*							Organic
	Egg Beaters			3.00											
Smart & Final	Eggland's Best					2.79				2.79					
	Land O Lakes													veg-fed	
Berkley Farms		3.99													
Smith's	Smith's					0.99									
	Kroger		2.99												
	Horizon	3.29													
	Sunflower	Chino Valley					1.99								
	Super Target	Market Pantry					1.50								
California	Albertson's	Albertson's	2.00					3.00							
	Andronico's	Berkley Farms	2.50												
	Cash & Carry	Easy Liquid			2.58										
	Holiday	Nulaid			2.00										
		Cal Eggs					2.50								
	Jon's Marketplace	no label					1.50		1.45						sold in 20 packs
	Lunardi's	Lunardi's					1.50								
		Berkley Farms	1.79	2.99											
Nugget	Ranch Pak						2.00								

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
California (continued)	P&W Markets	Nulaid Nulaid Clover Clover Organic Eggland's Best	3.50	3.50			1.50	*		2.00					buy 1 get 1 free
	Raley's	Raley's Sunnyside				3.50	1.50								
	Ralph's	Mountain Dairy Ralph's	2.50				1.50								2 for \$3
	Ray's Food Place	Umpqua Eberhard	1.99 1.99												
	Safeway	Lucerne		4.00				*							buy 1 get 1 free
	Save Mart	Sunnyside Farms Sunnyside Farms Bayview Farms		2.50		3.99	1.50	2.50 1.40			2.69				Organic 5-doz packs
	Sentry	Western Family					0.69								
	Scolari's	Willamette					1.50								
	Smart & Final	Eggland's Best Land O Lakes Berkley Farms		3.99			2.79				2.79				Organic
	Sprout's	Sprout's					1.50								
	Sunflower	Chino Valley Shamrock Farms	2.50				1.99								veg-fed
	Von's/ Pavillion	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
Colorado	Albertson's LLC	Land O Lakes Egg Beaters			2.50		2.00				2.00				Omega -3
	City Market/ King Soopers	City Mrkt/King Sooper Naturally Preferred Horizon Meadow Gold Kroger	2.99	2.99 2.99			1.25				1.99				Organic
	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	Sunflower	Chino Valley Shamrock Farms	2.50				1.99								veg-fed
	Super Target	Market Pantry					1.50								
	SunMart	Our Family					1.50								

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Idaho	Albertson's	Albertson's					1.00								10 for \$10.00
	Cash & Carry	Easy Liquid			2.58										
	Fred Meyer	Fred Meyer							*						buy one get one free
	Ridley's	Western Family Darigold	1.25				1.25								
	Rosauer's	Rosauer's Broadview Better'n Eggs Wilcox		2.99		2.50 1.79	0.99								Organic whites
	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	Smith's	Smith's					0.99								
	Super 1	Broadview Horizon	1.58 2.98												Organic
	Yoke's	Yoke's Broadview	1.69	2.99			*								buy 1 get 1 free
Montana	Albertson's	Albertson's					1.00								10 for \$10.00
	Rosauer's	Rosauer's Broadview Better'n Eggs Wilcox		2.99		2.50 1.79	0.99								Organic whites
	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	Smith's	Smith's Kroger Horizon		2.99			0.99								
	Super 1	Broadview Horizon	1.58 2.98												Organic
Nevada	Albertson's	Albertson's	2.00					3.00							
	Raley's	Raley's Sunnyside				3.50	1.50								
	Safeway/Von's	Lucerne		4.00				*							buy 1 get 1 free
	Scolari's	Willamette					1.50								
	Smart & Final	Egglad's Best Land O Lakes Berkley Farms		3.99			2.79				2.79				Organic
	Smith's	Smith's Kroger Horizon	3.29	2.99			0.99								

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Nevada (continued)	Sunflower	Chino Valley Shamrock Farms	2.50				1.99								veg-fed
	Von's/ Pavillion	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
New Mexico	Albertson's LLC	Land O Lakes Egg Beaters				2.50	2.00				2.00				Omega -3
	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	Smith's	Smith's Kroger Horizon	3.29	2.99			0.99								
	Sunflower	Chino Valley Shamrock Farms	2.50				1.99								veg-fed
Oregon	Albertson's	Albertson's					1.00								10 for \$10.00
	Cash & Carry	Easy Liquid			2.58										
	Fred Meyer	Fred Meyer Naturally Preferred Mountain Dairy		2.50			1.99		*		1.99				buy one get one free cage-free
	Haggen's	Haggen					1.50								Jumbo @ 2.49
	QFC	Naturally Preferred QFC Mountain Dairy	1.50	2.79			1.99	2.69			1.99				cage-free
	Ray's Food Place	Umpqua Eberhard	1.99 1.99												
	Red Apple	Red Apple Darigold		2.99			1.50								
	Rosauer's	Rosauer's Broadview Better'n Eggs Wilcox		2.99		2.50 1.79	0.99								Organic whites
	Roth's	Willamette Darigold	1.50				1.50								
	Safeway	Lucerne Egg Beaters		3.50		3.00		*							buy 1 get 1 free
	Sentry	Western Family					0.69								
	Super 1	Broadview Horizon	1.58 2.98												Organic
	Thriftway of OR	Darigold		3.50											

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Utah	Albertson's	Albertson's					1.00								10 for \$10.00
	Albertson's LLC	Land O Lakes Egg Beaters			2.50		2.00				2.00				Omega -3
	Harmon's	Meadow Gold Harmon's	1.67				1.25								
	Macey's	Western Family Eggland's Best Oakdell Meadow Gold	1.25				1.25 2.00		2.00		1.69				Omega-3
	Smith's	Smith's Kroger Horizon	3.29	2.99			0.99								
	Super Target	Market Pantry					1.50								
Washington	Albertson's	Albertson's					1.00								10 for \$10.00
	Brown & Cole's	Darigold		2.66											
	Cash & Carry	Easy Liquid			2.58										
	Fred Meyer	Fred Meyer Naturally Preferred Mountain Dairy		2.50			1.99		*		1.99				buy one get one free cage-free
	Haggen's/Tops	Haggen					1.50								Jumbo @ 2.49
	Mollie Stone's	Clover Mollie Stone	2.50								*				Organic buy 1 get 1 free
	PCC Natural	Go Organic									2.99				Organic Omega-3
	QFC	Naturally Preferred QFC Mountain Dairy	1.50	2.79			1.99	2.69			1.99				cage-free
	Red Apple	Red Apple Darigold		2.99			1.50								
	Rosauer's	Rosauer's Better'n Eggs Broadview Wilcox		2.99	2.50 1.79		0.99								Organic whites
	Safeway	Lucerne Egg Beaters		3.50	3.00			*							buy 1 get 1 free
	Sentry	Western Family					0.69								
	Super 1	Broadview Horizon	1.58 2.98												Organic

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			32 oz.	64 oz.	15 oz.	32 oz.	Large White		Extra Large White		Large Brown		Medium White		
							12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	12 pack	18 pack	
Washington (continued)	Thriftway	Thriftway Darigold Chino		2.99			1.50					2.50			cage-free
	Yoke's	Yoke's Broadview	1.69	2.99			*								buy 1 get 1 free
Wyoming	Albertson's LLC	Land O Lakes Egg Beaters			2.50		2.00				2.00				Omega -3
	Safeway	Lucerne Egg Beaters		3.50	3.00			*							buy 1 get 1 free
	Smith's	Smith's Kroger Horizon	3.29	2.99			0.99								